

# THE FUTURE OF FIELD DAYS

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# FIELD DAY OBJECTIVES

- Technology transfer
- Public relations

# TARGET AUDIENCE

- Farmers
- Extension agents
- Agribusiness representatives
- Agricultural consultants
- Legislators

# FORMAT

- Morning program
- Sponsored refreshments
- Sponsored meal

# DECLINING ATTENDANCE

- Fewer farmers with larger farms
- Older farmers
- Conflicting events
- Other sources of information
  - Internet
  - Consultants

# CRITICAL MASS

- What level of attendance is necessary to justify the allocation of resources needed to hold a field day?
- How do you measure the success of a field day? (no. of attendees, no. of acres attendees farm, etc.)

# FIELD DAY ALTERNATIVES

- Winter meetings
- Websites
  - Research reports online
  - Crop variety performance tests online